PROSPECTUS OF THE SRI CHITRA EXHIBITION

TO BE HELD DURING THE CELEBRATIONS CONNECTED WITH

THE BIRTHDAY OF HIS HIGHNESS THE MAHARAJA OF TRAVANCORE, NOVEMBER 1936.

FOREWORD.

It is proposed to hold an All-India Exhibition in Trivandrum in connection with the celebration of the next Birthday of His Highness the Maharaja, which comes off on the 12th November 1936.

The Birthday of His Highness the Maharaja is a very important occasion in Travancore when the people vie with one another in celebrating it in a fitting manner and, in Trivandrum, the capital of the State, there will be many important ceremonial and official functions during the Birthday Week. The Birthday Celebrations in Trivandrum attract several thousands of sight-seers and holiday makers from all parts of Travancore and also from outside the State. Distinguished guests, aristocrats, business magnates, professional men and others will take part in these functions.

The Exhibition will be conducted on a grand scale. Exhibits from all over India, whether manufactured in this country or abroad, will be welcome. This will be a fitting occasion for wide publicity; and the advertising value of the wares exhibited will indeed be great. It is expected that large numbers of exhibits from all parts of India will be received, and a large concourse of people will avail themselves of this opportunity to visit this picturesque part of India at a time when they will have a rare chance of witnessing the many functions associated with the Birthday Celebrations. Travancore can rightly claim a place among the most advanced States in India. Advantage can also be taken by those who are so inclined, to visit the many celebrated shrines and important places of absorbing interest like Cape Comorin, Janardanam, etc.

The Exhibition is intended primarily to enable the people to know the nature and extent of the natural resources, actual and potential, of the State, to consider how best they can be utilised and developed, to guage the comparative position of Travancore in respect of economic activities, and, while advertising and popularising the existing industries, encourage all active and prospective industrialists, manufacturers, artisans and others to emulate, by comparison and study, their brethren elsewhere so that the pace of economic progress in the State may be further accelerated.

The Exhibition will be in the hands of a large and responsible Committee composed of leading officials and non-officials and will be conducted on up-to-date lines with Government co-operation. It is hoped that agriculturists, industrialists, traders and others interested will avail themselves of this opportunity to exhibit and advertise their wares by participating in the Exhibition.

GENERAL INFORMATION.

1. The Exhibition will be called "The Sri Chitra Exhibition, 1936."

2. Accommodation for exhibits (except machinery to be used for demonstration purposes) will be provided in the stalls. Machinery exhibits will be housed in machinery sheds provided for the purpose within the Exhibition Grounds. The provision of accommodation is subject to the payment of rent as will be indicated in the rules. All reasonable facilities will be afforded for demonstration of machinery and methods.

3. The stalls will be of uniform size, each measuring 10′×10′. Stalls will be available insingle or multiple units. Those who desire to have stalls of special dimensions may apply to the Convener and arrangements will be made for such special stalls if space and time permit. Special rates on application.

4. A general stall will be opened for exhibiting small articles and rare specimens under the direct supervision of the Exhibition Committee for the convenience of those exhibitors who do not attend in person or send their representatives. A minimum rent, to be paid in advance, will be charged for such exhibits and 10 per cent commission on sale.

5. The stalls will be provided with electric lights.

6. The Committee will make arrangements with the Railway Companies regarding concessions in the matter of freight on exhibits.

7. An official Handbook of exhibits will be published at the time of the Exhibition. Some pages in it will be devoted to advertisements and the rates for them will be published in the rules.

8. The following sub-divisions of exhibits have been adopted so as to facilitate the sorting, classifying and collecting of exhibits.

Exhibits by ladies will be included under appropriate groups and, therefore, no Ladies' Section is being separately organised.

SECTION A.—*Raw Materials.*

Group i. Agriculture.
" ii. Horticulture.
" iii. Manures.
" iv. Livestock, Dairying and Poultry.
" v. Sericulture.
" vi. Fish Industry.
" vii. Forestry.
" viii. Minerals and Rocks.
" ix. Animal Products.

SECTION B.—*Manufactures.*

Group i. Textiles.
" ii. Metal work.
" iii. Wood work.
" iv. Tanning and Leather Industries.
" v. Chemical Industries.
" vi. Cocoanut and Palmyra Industries.
" vii. Pharmaceutical Preparations and Ayurvedic Medicines.
" viii. Other Industries.

SECTION C.—*Rural Industries.*

SECTION D.—*Machinery and Implements.*

Group i. Agricultural.
" ii. Horticultural.
" iii. Sericultural.
" iv. Industrial.
" v. Miscellaneous.

SECTION E.—*Education.*

SECTION F.—*Public Health and Sanitation.*

SECTION G.—*History and Archæology.*

SECTION H.—*Fine Arts.*

Group i. Painting.
" ii. Sculpture.
" iii. Wood and Metal Carvings.
" iv. Architecture and Town Planning.
" v. Photography.

A detailed Prospectus containing the Rules, the Ground Plan, etc., will be published shortly. Some pages of it will be devoted to advertisements, the rates being as follows :—

Full page	.. ..	Rs. 15
Half page	.. ..	" 9
Quarter page	.. ..	" 5
Inside covers	.. ..	" 20
Back cover	.. ..	" 25

The size of the book will be Royal Octavo. Further information can be had from :—

THE CONVENER,
(Director of Industries),
Exhibition Committee, Trivandrum.

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